



Social Media in Public Relations

By: Hannah-Kate Marrs

**Public Media Relations Specialist
Rutherford County Solid Waste**

Background

- **Public Relations degree, MTSU**
- **Full time: July 6, 2015**
- **Problem: Landfill closure, misinterpretation of Solid Waste, Recycling**
- **Solution: Operation: Rutherford Recycles**

Goal

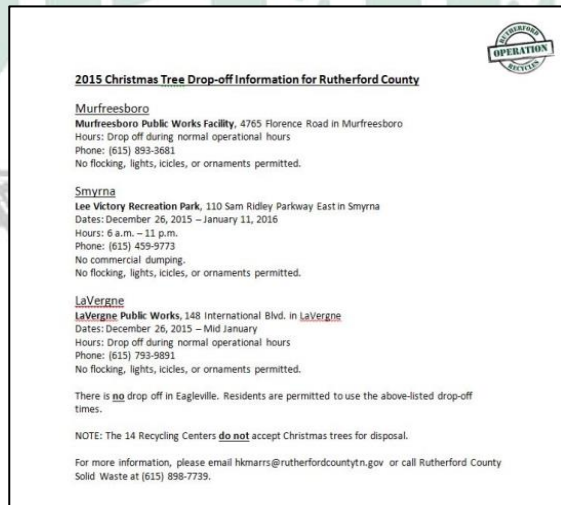
- Important information outages
- Regular updates on all sites
- Make Operation: Rutherford Recycles a brand
- FUN social media presence

Guidelines

- **Post 5-10 times a week (Facebook)**
- **“The 4 C’s”**
- **AIDA**
- **“Some people are lazy. Make it as easy as possible to get your content shared.”**

Tactics Used

- “Poster” Posts
- Annual “The Art of Recycling” Art Competition
- Annual School PSA Competition
- “I Support Operation: Rutherford Recycles”



Tactics Used (Cont.)

- Facebook Contests/Give-a-ways
- Public Service Announcements
 - <https://www.youtube.com/watch?v=tBhElkDGUH8>

Tactics Used (Cont.)

- Website Revamp
- Community Posters




WE SUPPORT




OUR LANDFILL WILL CLOSE IN 10-12 YEARS!
Because of the growing population of Rutherford County, Middle Point Landfill is expected to close in 10-12 years. To help postpone trash disposal fees for residents, we need your participation now with Operation: Rutherford Recycles!

FACEBOOK




www.Facebook.com/Operation.Rutherford.Recycles

FOLLOW US FOR MORE INFORMATION!



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WE WOULD LOVE TO HEAR YOUR INPUT!

CONTACT US AT

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Tactics Used (Cont.)

- Pictures, pictures, pictures!



- Interchangeably post (Twitter to Facebook, Facebook to Twitter)

Operation: Rutherford Recycles



- Like us on Facebook!
 - www.Facebook.com/Operation.Rutherford.Recycles
- Follow us on Twitter!
 - www.Twitter.com/Operation_RR
- Check out our website!
 - www.SolidWaste.RutherfordCountyTN.gov
- Any Questions? Email us!
 - HKMarrs@RutherfordCountyTN.gov